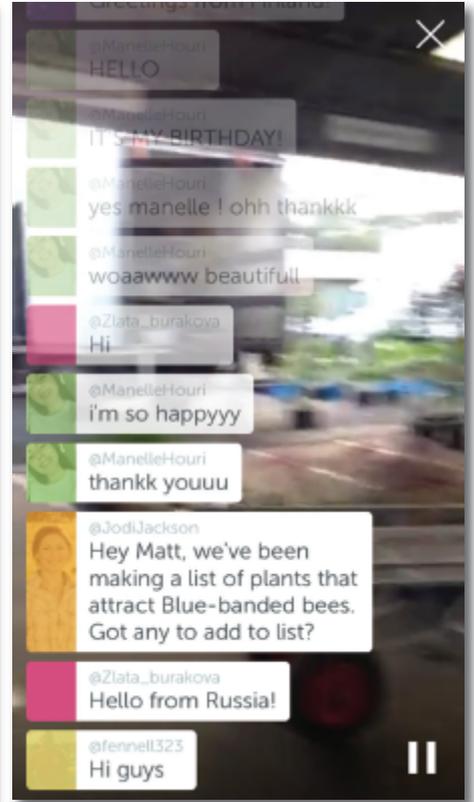
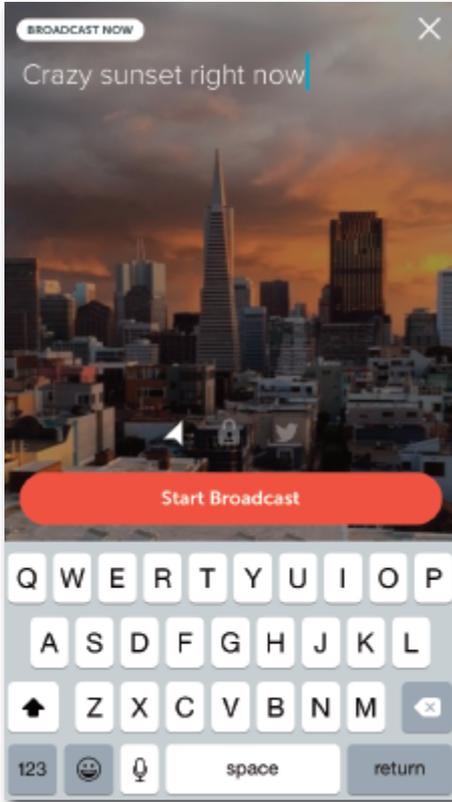




Periscope

By Matt Carroll



Periscope (periscope.tv) is all about exploring the world through someone else's eyes. This live-streaming smartphone app allows users to take others (also on the platform anywhere in the world) into their world and share audio and visual experiences - all in real-time.

The app is available for both Apple iOS and Android and links seamlessly with your existing Twitter account – the owners of Periscope. More recently there have been apps developed for Apple TV, which will give people even more ways to digest your content.

Getting started

Like most other forms of social media, getting started involves establishing a username and profile where others can find and hopefully follow you. The app will assist by pulling much of your Twitter information across, including people you already follow and who are also on Periscope.

Once launched, the app gives you the ability to broadcast live video using your smartphone camera and microphone. Alternatively you can view and hear others via your screen and speakers.

Find people "scoping" near you via a live map display, or simply watch a feed of "scopes"

happening globally and hop in and out of their scopes as you desire.

Viewers of your scopes can comment. This shows on-screen as text, then gradually fades away. This is a great way to engage with your followers. It allows you to answer questions immediately they are posed. In fact the video is often directed by "live viewer queries", people who are quick to tell you what they'd like to see. For example, "can you show me the fruit up close?"

Viewers can also show their appreciation for your content by tapping the screen to create hearts, which float up the screen.

Past scopes are available for "replay" on the platform for 24 hours only, meaning you need to create content regularly to have any enduring presence.

Matt Carroll (aka Hortiman) is HMAA National Secretary and a social media specialist.

PROS

- Ability to stream live video from places and events
- Real-time interaction with your followers
- The video is streamed live, so there is less importance on audio/lighting quality compared with other video platforms that require higher production values for professional results.
- Once you start broadcasting, a link is sent automatically to your Twitter feed.

CONS

- Short legacy of created content (24 hours)
- Trolling is likely, and while it's possible to block offenders, this might prove off-putting to some during a live video.
- Requires good phone signal (ideally 4G) to work well.